



## News Release

September 7, 2011

---

### Campbell River & Mount Washington profiled on NBC's World of Adventure Sports this weekend

The action packed World of Adventure Sports television series filmed earlier this summer in Campbell River & Region premieres this weekend. Host Todd Harris and the film crew from NBC's World of Adventure Sports will be broadcasting the show featuring Campbell River & Mount Washington this Saturday, September 10, 2011 at 11:00am. The program will also be shown in rerun more than one hundred times in 2011-2012 on both Versus and NBC Universal, as well as online at [www.worldofadventuresports.com](http://www.worldofadventuresports.com). In Campbell River the show can be viewed on Shaw Channel 46 and Telus Channel 21.

The program, which is expected to be seen by viewers across North America, was identified by Rivercorp and Tourism Campbell River and Region as a great destination marketing opportunity. The Tourism Campbell River & Region team was pleased to work with Campbell River Whale Watching, Coast Mountain Expeditions, CTV Vancouver Island, Destiny River Adventures, Discovery Pier, Hilmark Boats, INfilm, Mount Washington Alpine Resort, Roy Grant with Coast Realty, the City of Campbell River, 99.7 the River and the communities social media promoters.

In addition to the adventures at Mount Washington, watch for the broadcast debut of **two Campbell River commercials** during the show. These Campbell River & Region promotions showcase great adventure and tourism opportunities in the region. The commercials, sponsored by Rivercorp, were created by local businesses Tremain Media Inc., Earworm Sound and Rootbouy Entertainment. A number of talented graphic designers, camera crew and post-production crew people were part of the production.

The World of Adventure Sports program, which was hosted from Campbell River, profiles the Bearclaw Invitational hosted at the Mount Washington Alpine Resort highlighting the most progressive slope style mountain biking events of the year. On the mountain, riders are treated to views of the Pacific Ocean, Strathcona Provincial Park and the stunning Coast Mountain Range, all while negotiating a world-class network of trails a vertical mile above sea level. While in Campbell River, Harris and his crew snorkelled with salmon in the Campbell River and visited the Discovery Pier and Discovery Passage while on an adventure tour.

Rivercorp, Campbell River's Economic Development Corporation is responsible for Economic Development, Tourism Campbell River & Region and the Campbell River Visitor Centre.

- 30 -

#### Contact:

Teresa Davis, Tourism Manager  
Tourism Campbell River & Region  
[teresa.davis@rivercorp.ca](mailto:teresa.davis@rivercorp.ca)  
[www.campbellriver.travel](http://www.campbellriver.travel)  
250-830-0411 x 2